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FISH AND SHELLFISH PREFERENCES OF HOUSEHOLD CONSUMERS - 1951

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PART IV - Summary by Farm, Nonfarm, and City - Size Groups.

FISHERY LEAFLET 410

FISH AND WILDLIFE SERVICE

United States Department of the Interior

United States Department of the Interior, Douglas McKay, Secretary
Fish and Wildlife Service, John L. Farley, Director

Fishery Leaflet 410

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FISH AND SHELLFISH PREFERENCES OF HOUSEHOLD CONSUMERS - 1951 1/

Part IV - Summary by Farm, Nonfarm, and City-Size Groups

By Walter H. Stolting* and Devora R. Alexander**

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1/ Based on interviews conducted by the firm of Alfred Politz Research, Inc., New York, N.Y., under contract with the Fish and Wildlife Service.

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INTRODUCTION

This is the fourth in a series of reports resulting from a nationwide survey of fish and shellfish preferences of household consumers, conducted under the auspices of the U. S. Fish and Wildlife Service in October 1951. Of 2,473 persons questioned concerning their individual households, 2,335 (or 94.4 percent) indicated that their households consumed some kind of fishery product, and only 138 (5.6 percent) indicated that their households consumed no fishery product of any kind. Many of the latter were small 1- or 2-person households. It is interesting to note the high percentage of the population of the United States that used fishery products (regardless of volume) during the 12 months preceding the survey.

In those households where fish and shellfish were used in some form, questions in detail were asked about consumption of fish and shellfish, particularly frozen fish and shellfish. The questionaire stressed the latter items because of the more pressing need for market expansion of those products. The frozen fish and shellfish market is plagued with problems of heavy imports, occasional oversupply of domestic products, misjudging of market demand, etc. Increased consumption offers a solution, at least in part, to these problems as well as a contribution to the well-being of consumers. The survey includes information of value to all segments of the domestic fishery industries concerned with increasing fish and shellfish consumption in the United States.

This report summarizes the information obtained from the survey on a national basis according to farm, nonfarm, and several city-size groups. The term city as used in this report includes all urban places with a population of 2,500 or more. For convenience and to facilitate analysis, all households located in places with less population were included in a remainder group, which is designated "Communities 2,499 and less". This results in the replies of the farm population being included with those of residents of villages, towns, or communities of less than 2,500 persons. To detect significant differences for the latter group, the analysis for the farm group should be compared to the analysis for the "Communities 2,499 and less" group in each summary. The city-size groups are: (1) cities 500,000 and over, (2) cities 50,000-499,999, and (3) cities 2,500-49,999. Communities of 2,499 and less persons are shown as a separate group. The distribution of the households surveyed among the farm, nonfarm, and city-size groups is as follows:

Group	Number
Farm	571
Nonfarm	1,902
Total	2,473

City-Size Group	Number
Cities 500,000 and over	516
Cities 50,000 to 499,999	406
Cities 2,500 to 49,999	620
	1,542
Communities 2,499 & less	931
Total	2,473

Fishery Leaflet 407, Fish and Shellfish Preferences of Household Consumers - 1951, Part I - National Summary, Fishery Leaflet 408, Fish and Shellfish Preferences of Household Consumers - 1951, Part II - Regional Summary, and Fishery Leaflet 409, Fish and Shellfish Preferences of Household Consumers - 1951, Part III - Summary by Income Groups, have been issued previously. This is the last of the four fishery leaflets reporting the results of the survey. It is expected that all of the material in these fishery leaflets will be combined in a research report which will give more detailed information on survey methods, characteristics, etc., than is shown here. This research report will make the survey results available for wider distribution in a more permanent form.

SURVEY METHODS AND CHARACTERISTICS

A copy of the questionnaire used in the survey is reproduced in the appendix. The persons questioned, mostly housewives, were selected by accepted area-sampling methods to represent the entire population of the country. A stratified random sample was used. The stratification of the sample was based on criteria available from previous censuses and surveys. Data on population by metropolitan areas, nonmetropolitan counties, and geographic regions; density of population; percentage of persons engaged in agriculture; percentage of homes with mechanical refrigeration; and percentage of women in the labor force conditioned the selection of the sample. In connection with the probability aspects of the sample, the established two standard errors that are widely used in measuring the accuracy of the results in this type of survey indicate the range of error for estimates made from the sample used in this analysis to be within relatively narrow limits.

The following table shows the range of error for estimates based upon the national sample of 2,473 respondents.

Approximate sampling tolerances
(at the 19 in 20 probability level)

Portion of the sample from which percentage is derived	Size of tabulated percentage				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
	%	%	%	%	%
Base - 100% (entire sample)	2.5	3.4	3.8	4.1	4.2
Base - 50% of sample	2.9	3.9	4.5	4.8	5.0
Base - 10% of sample	4.0	5.1	6.0	6.3	6.5

The table may be applied to the data shown in the total column in the summaries beginning on page 12. It shows, for example, that the chances are 19 in 20 that a reported figure of 80 percent based on the total interviews will be within plus or minus 3.4 percent of the true value (the value which would be obtained by taking a complete census of the population). If this

80 percent were derived not from the entire sample, but some group constituting only one-half of the sample, the tolerance would be 3.9 percent.

For all columns other than the total column in each summary, a slightly higher range of error will apply than that shown in the table above for the national sample. Figures on the range of error for individual farm, nonfarm, and city-size group data may be computed from a simple formula. The formula and the error data for estimates within these groups are available with the worksheets for this project. For all practical purposes, the error limits are relatively small except for a few of the summaries which are marked with footnotes to indicate that care must be exercised in interpreting the data given in those summaries. The latter are shown only to indicate trends or general tendencies with respect to the problems which gave rise to the questions with which these particular summaries are concerned.

The characteristics of the sample obtained in this survey are given on pages 42 to 45 . Some of these characteristics can be compared to available census and survey data and others cannot since they do not represent the same concepts. Some of the more important characteristics are comparable and show similarities to available check data.

The tabulations of the replies to the questionnaire on a farm, nonfarm, and city-size basis are given in the summaries of the replies of the respondents shown on pages 12 to 41 . Under each question a comparison is first made of the farm and the nonfarm groups. Then alongside this comparison is listed a comparison of the city-size groups together with the remainder group. As previously indicated, the farm group has been included in the remainder group which consists of all the respondents living in places with less than 2,500 population. The national totals were also shown in Fishery Leaflet 407, Fish and Shellfish Preferences of Household Consumers - 1951, Part I - National Summary. Some of the national totals shown in that leaflet have been revised in this leaflet.

The summaries of the replies for each question analyzed are given in percentages of the "number asked" or "number of answers" shown at the bottom of the tabulation. The percentages in each column are based only on the figure given at the bottom of each column and therefore can be summed and checked only by individual columns.

Because of their nature, some of the questions were asked only part of the total number of respondents, and the summaries are made accordingly. For most questions the number of respondents asked the particular question is given at the end of a summary or in footnotes thereto. The summaries for some questions had to be made on the basis of the number of answers given, since the questions were asked of an undertermined number of respondents and tabulators analyzed only the answers to the questions. For the majority of the summaries which are based on the number of respondents asked, each percentage in a particular summary may be applied to the total number of

households in the United States which are in the groups shown by the column heading, and may be considered an estimate of the reaction of that group of the population, subject to the range of error described previously. When the answers to the questions are desired on a unit basis rather than by percentages, simply apply the percentages to the figures given under "number asked," or in some instances "number of answers," at the end of each summary.

Upon comparing this report with previous ones in the series, it will be noted that information is omitted with respect to replies to certain parts of the questionnaire. This has been done because of the time and effort involved in making the necessary hand tabulations to obtain such information. It was determined that this report should not be delayed unreasonably in order to obtain such information.

MAJOR FINDINGS

There are many interesting points which may be noted with respect to household consumer preferences for fish and shellfish. Subject to the range of error referred to in the previous section, the following estimates are made of the percentage of households--within the indicated groups--which used various types of fishery products during the period of one year preceding October 1951. The percentages are based respectively on the following number of respondents for each group: farm--571, nonfarm--1902, city-size 500,000 and over--516, city-size 50,000-499,999--406, city-size 2,500-49,999--620, and Communities 2,499 and less -- 931.

PRODUCT USED	FARM	NONFARM	TOTAL	City-Size: 500,000 and over	50,000-499,999	2,500-49,999	Communities 2,499 & less	TOTAL
	%	%	%	%	%	%	%	%
Fish:								
Frozen	53.7	51.8	52.2	39.9	49.3	60.6	54.8	52.2
Fresh	63.0	72.1	70.0	79.5	82.3	67.6	61.1	70.0
Canned	77.1	78.0	77.7	75.4	79.8	80.2	76.4	77.7
Cured	14.7	21.9	20.3	30.2	23.7	19.0	14.1	20.3
Shellfish:								
Frozen	11.2	21.9	19.4	21.7	22.9	24.2	13.4	19.4
Fresh	14.3	29.8	26.2	33.7	34.2	28.9	16.8	26.2
Canned	10.3	23.4	20.4	20.7	29.8	25.2	13.0	20.4
Number in Group	571	1,902	2,473	516	406	620	931	2,473

For the four types of fish products listed in the preceding tabulation, diverse trends in the percentage of households within a group which use them may be noted. Frozen fish is used to a greater extent among households in farm areas and among small communities. Fresh and cured fish is used to a greater extent among households in the larger cities. Canned fish is used by about the same number of households in each of all the groups. Figure 1 illustrates these statements.

Figure 1

Percentage of families using various types of fish products

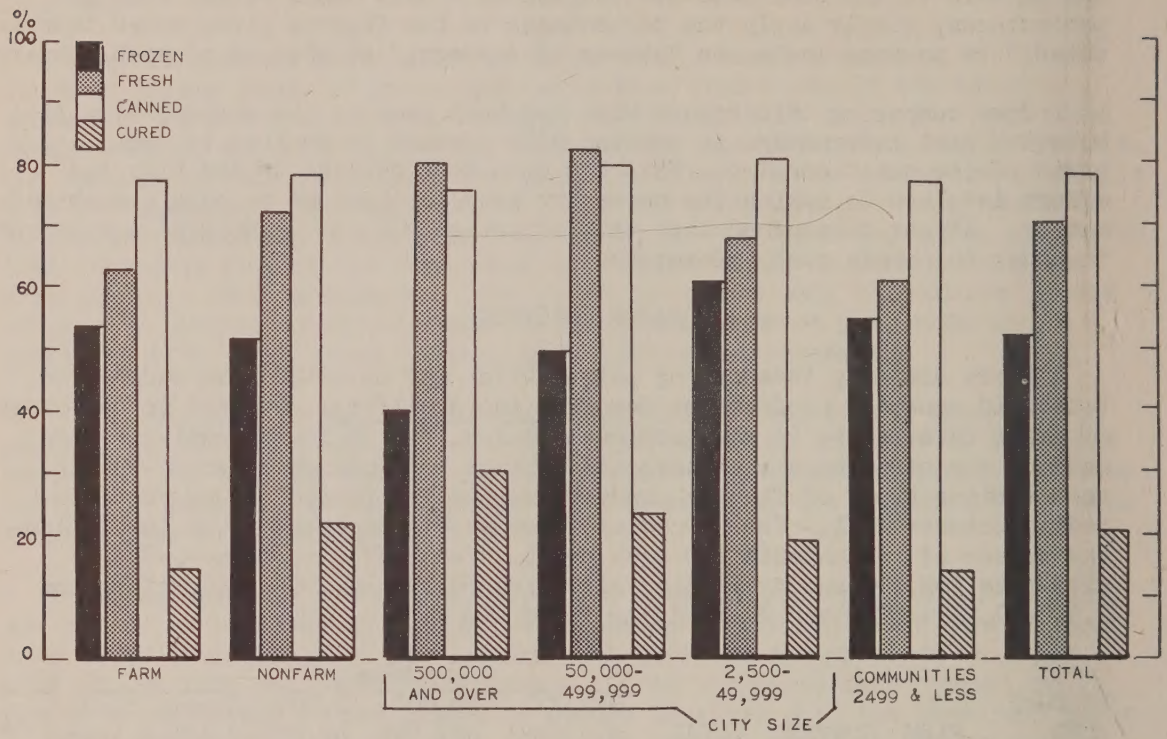
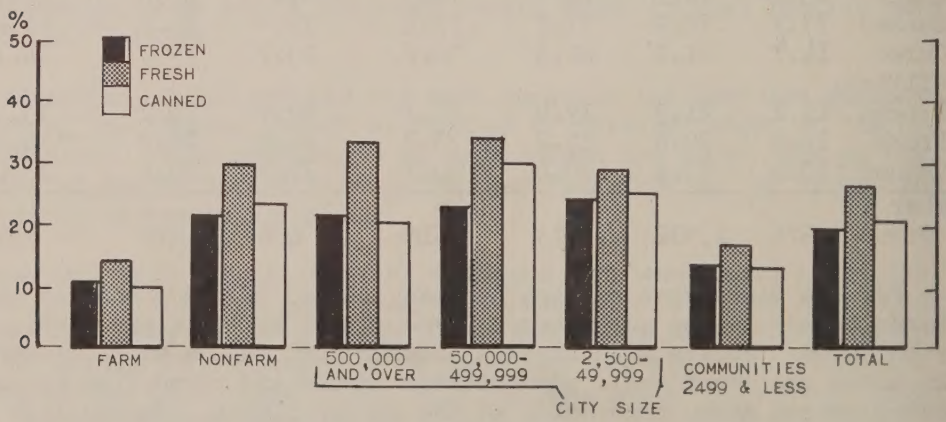


Figure 2

Percentage of families using various types of shellfish products



Frozen shellfish are used by relatively fewer families in farm than in nonfarm areas. Also, in smaller communities (2,499 inhabitants or less) relatively fewer families serve frozen shellfish. It is interesting to note that in the very big cities with over 500,000 inhabitants the percentage of families serving frozen shellfish was less than that for medium-sized cities, although it was much greater than for communities up to and including 2,499 inhabitants. The data for shellfish are illustrated in figure 2.

It seems that frozen shellfish are not served with great frequency. Among families actually using them, 8.2 percent served frozen shellfish in the last week and 30.8 percent in the last month before the person being questioned was approached by the interviewer. Again, the very small communities and the very big ones show less frequency of frozen shellfish servings than the communities from 2,500 to 500,000 and more inhabitants.

Frozen shellfish are served all year around despite the fact that there seems to be a slight preference for serving this product in the winter months.

In nonfarm communities, Friday is selected as frozen shellfish day more often than in farm communities. However, it should be noted, as in prior reports, that the majority of persons who answered the question did not choose a particular day for the serving of frozen shellfish.

On farms, relatively fewer families can get the kinds of frozen shellfish they want than in nonfarm areas. As might be expected, the availability of frozen shellfish improves from communities of 2,500 to those with 500,000 or more inhabitants, while in the very small communities the selection is not as good as desired.

Fresh shellfish are definitely served among relatively fewer farm families than those in nonfarm areas. Generally speaking, households in both farm and nonfarm areas do not consume fresh shellfish predominantly in any particular season. However, a minority of the households in communities having 2,499 inhabitants or less definitely prefer the winter season for the consumption of fresh shellfish. Friday was the preferred day for serving fresh shellfish by certain inhabitants of nonfarm areas despite the general observation of the majority of people interviewed that they do not generally serve fish on a particular day. Within the minority group, Friday is the outstanding day for communities from 50,000 to 500,000 inhabitants.

Farm areas do not seem to get the kind of fresh shellfish they would like to have. Only 54.9 percent of the persons interviewed on farms said they were satisfied with the selection of fresh shellfish available. For urban areas the figure is over 70 percent.

Canned shellfish were served within the year preceding October 1951 by only about one-fifth of the people interviewed. Fewer farm families used canned shellfish than did those not on farms. Households in the smallest communities serve canned shellfish less frequently, while those in larger communities use this product more frequently. Areas with a population of 50,000 to 499,999 showed families serving canned shellfish most frequently.

Slightly more than half the people both on farms and in cities serve frozen fish, with the greatest percentage of respondents serving it located in communities with a population of from 2,500 to 49,999, and the smallest percentage in cities with a population of 500,000 and over.

Frozen fish is not served during any particular season, although there is a relatively greater tendency among farm families to serve it in winter. More people living in urban areas selected Friday as the day to serve frozen fish than did those living on farms, although a considerably larger number of respondents, both farm and nonfarm, stated they serve frozen fish on no particular day. The greatest percentage of people serving frozen fish on Friday live in cities with a population of from 50,000 to 499,999.

Most people can generally get the kind of frozen fish they want, whether they live in farm or nonfarm communities; and, as might be expected, the availability of supply is greatest in communities with 500,000 or more inhabitants.

A relatively larger percentage of the households served fresh fish than frozen fish. Relatively fewer persons living in rural areas served fresh fish as compared with those living in urban areas. A greater percentage of people living in the larger communities served it than those living in smaller communities. The largest percentage of nonfarm families serving fresh fish lived in communities with a population of 50,000 to 499,999, while those living in communities with less than 2,500 inhabitants served it the least.

While there is no particular season during which the respondents serve fresh fish, there appears to be a greater tendency among the farm population to serve it during the summer than during any other season. The inhabitants of areas with a population of more than 50,000 show a lesser tendency to serve fresh fish in the summer than do those in smaller communities.

Most people served fresh fish on no particular day, but where a particular day was selected, Friday was considered the day on which to serve it. The percentage of people who served fish on Friday was more than double in nonfarm communities than in farm communities. A greater percentage of people living in the larger communities served fish on Friday than did those on farms and in the smaller nonfarm communities.

Apparently relatively fewer families living on farms can get the kind of fresh fish they want than can those living in nonfarm areas. The availability of fresh fish improves with the size of the community, the greatest availability being found in cities with more than 500,000 inhabitants, while in the smallest communities the selection is less than desired.

Canned fish is the type of fish most generally served among all the households covered in the survey. It also is served to about the same degree among all groups. This is true of both farm and nonfarm populations and of inhabitants in communities of all sizes.

Cured fish or shellfish are served by a relatively small percentage of people. A greater percentage of people living in nonfarm areas served it than those living on farms, and relatively more people living in larger communities served it than those living in the smaller communities, with the greatest number in cities of 500,000 inhabitants and over.

Preferences of Fresh vs. Frozen Fish and Shellfish--More than half of the people interviewed stated they would prefer to serve fresh fish if there were no difference in cost; a much smaller percentage indicated a preference for frozen fish, while about 15 percent had no preference. The division between farm and nonfarm inhabitants was about equal in these respects and the response according to the size of the community followed the same pattern.

Only about 10 percent of the people said some member of the family would eat fresh fish but would not eat frozen fish. More nonfarm inhabitants would not eat frozen fish than those living on farms. The percentage of people who would eat fresh fish but not frozen fish increased with the increase in the size of the community.

More than half of the people thought more fish is served when meat prices go up. More people living in the larger communities thought this was so than did those living on farms and in smaller communities.

The people interviewed indicated a greater use of fresh shellfish over frozen shellfish, regardless of the type or size of the community in which they lived. However, for the most part, frozen fish was served more often than fresh fish. Those living in the two largest sized community groups were the exceptions to this.

Frying was the most preferred method of cooking frozen fish. A substantially greater part of people living on farms prepared the fish in this manner than those living in urban areas. More people living in urban areas used broiling, both flame and electric, than did those living on farms. Relatively more people in the smaller communities fry fish than do those living in the larger communities, while broiling is more popular in the larger communities than in the smaller ones.

For the most part, respondents indicated that the quality of frozen fish is stable--relatively few said they had found the quality to change. More people living in urban areas found a change in the quality than did those living on farms. Also, relatively more respondents in the larger communities stated they had found the quality to change than did those living in smaller communities.

Most consumers prefer to buy frozen fillets or steaks than any other cut of fish, and they prefer frozen skinless fillets to fillets with skins on, although a relatively larger number of farm families prefer fillets with skins on than do nonfarm families. The larger the community, the greater the preference appears to be for frozen skinless fillets.

One-half pound per person was considered an adequate serving when buying frozen fish by almost half the people interviewed. Nonfarm families tended to serve slightly smaller portions than farm families. In communities of 500,000 inhabitants and over, 28.2 percent of those using frozen fish served only one-quarter pound per person.

The largest percentage of consumers purchased their frozen fish at supermarkets, whether they lived on farms or not. More nonfarm families bought frozen fish from independent food stores than did farm families, while more farm families bought frozen fish from frozen food lockers than did those in urban areas. Relatively fewer persons living in communities with populations of 50,000 to 499,999 bought their frozen fish at supermarkets than did those living on farms or in communities of other sizes; a greater percentage living in smaller communities bought their frozen fish at independent food stores.

Most of the people said they could get frozen fish at the place where they do most of their food shopping; but relatively more farm families could not get frozen fish at the stores where most of their food is purchased.

While the majority of people said they can get frozen fish at the place where most of their food shopping is done, fewer said they could get the kind they wanted. This is true to a greater extent for urban dwellers than for those living on farms.

Packaging--Over 60 percent of the consumers who bought frozen fish last bought it wrapped only in cellophane and about 31 percent bought it packed in a box. Relatively more farm families bought unwrapped fish and fish wrapped in cellophane or paper than did urban families. Relatively more residents of larger communities bought frozen fish packed in a box, while those in smaller communities bought the fish wrapped only in cellophane or unwrapped.

While most people said they prefer to buy frozen fish wrapped in cellophane, this preference is more pronounced among farm families than

nonfarm families; and more nonfarm residents prefer frozen fish packed in a box than do farm families. People living in cities of 500,000 and over showed equal preference for buying frozen fish wrapped in cellophane and packed in a box; but those in smaller communities showed a greater preference for buying frozen fish wrapped in cellophane. Most people who prefer buying frozen fish packed in a box stated this was the preferred packaging for all kinds of frozen fish.

For the most part, purchasers of frozen fish feel the information on the package concerning the weight of fish, nutritive value, whether it is raw or cooked, the kind of fish, the cut of fish, and recipes is sufficient; although relatively more farm families said there was not enough information on these points than did nonfarm families. Those living in cities with more than 500,000 inhabitants expressed greater satisfaction with the amount of information furnished.

The one-pound package of frozen fish was the size most generally preferred. Some preference was expressed for half-pound packages, especially by urban dwellers and those in the largest cities.

Most purchasers of frozen fish thought it would be a good idea to have some grading on frozen fish which would show on the product.

Special Products--Relatively more farm inhabitants preferred to buy raw frozen shellfish as compared to already cooked shellfish than did those living in urban areas. There was no great degree of difference between nonfarm groups regarding the preference for raw or already cooked shellfish, although families living in communities from 50,000 to 499,000 inhabitants seem to prefer precooked shellfish. Both farm and nonfarm groups prefer to buy raw fish at about the same degree.

More people bought frozen breaded shellfish than frozen breaded fish. The nonfarm population purchased these products to a greater degree, especially shellfish. Breaded shellfish and fish were generally and equally liked by those who bought these products. There also was interest shown in a complete frozen shellfish or fish dinner packaged in a ready-to-heat container.

Mail Order--Very few of the people living in rural farm and nonfarm areas bought frozen fish or shellfish by mail order. (This question was not surveyed in urban areas.) There appeared to be very little interest in purchasing frozen fish and shellfish by mail.

The aforementioned are some of the major points of interest developed in the survey and reported herein. Many more may be found in the summaries on the following pages. The single total column in these summaries applies independently to the group data both to the left and to the right of the total column.

SUMMARIES OF REPLIES TO QUESTIONS BY FARM, NONFARM, AND CITY-SIZE GROUPS

Frequency of Use

Frozen Shellfish

Have you served it during the past year?

	Farm	Non-Farm	Total	Com.2/ 2,499 & less	City-Size 2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes	11.2	21.9	19.4	13.4	24.2	22.9	21.7
No	87.9	77.6	80.0	85.9	75.3	76.7	77.9
Don't know	.9	.2	.4	.4	.5	.2	.2
Blank, etc	-	.3	.2	.3	-	.2	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	571	1902	2473	931	620	406	516

When was the last time you served frozen shellfish?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Within past week	7.8	8.2	8.2	6.4	10.0	6.4	8.9
Within past month	25.0	31.7	30.8	28.8	30.7	29.0	34.8
Within past year	45.3	48.1	47.7	44.8	54.6	49.5	40.2
Don't remember	12.5	10.8	11.0	12.8	4.7	14.0	13.4
Blank, etc	9.4	1.2	2.3	7.2	-	1.1	2.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	64	416	480	125	150	93	112

2/ Throughout following pages the heading "Com. 2,499 & less" applies to communities-2,499 or less number of persons.

Frozen Shellfish (Continued)

Is there any particular season that you serve it more often than other seasons?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Summer	7.8	6.3	6.5	8.0	4.0	5.4	8.9
Fall	1.6	3.1	2.9	1.6	3.3	2.2	4.5
Winter	9.4	8.9	9.0	8.8	13.3	3.2	8.0
Spring	7.8	3.4	4.0	5.6	4.0	2.2	3.6
Fall & winter	-	.5	.4	-	.7	-	.9
Summer & spring	-	.2	.2	-	-	-	.9
No particular season.	73.4	77.6	77.0	76.0	74.7	87.0	73.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	64	416	480	125	150	93	112

Is there a particular day of the week that you serve it?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Monday	-	.2	.2	-	-	-	.9
Tuesday	-	-	-	-	-	-	-
Wednesday	-	.2	.2	-	-	-	.9
Thursday	-	.5	.4	-	.7	1.1	-
Friday	23.4	36.3	34.6	19.2	35.3	45.1	42.0
Saturday	-	1.0	.8	.8	.7	-	1.8
Sunday	3.1	.2	.6	2.4	-	-	-
No particular day	68.8	61.6	62.8	75.2	63.3	53.8	54.4
Blank, etc	4.7	-	.4	2.4	-	-	-
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	64	416	480	125	150	93	112

Frozen Shellfish (Continued)

Can you generally get the kind of frozen shellfish you want?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	67.2	80.3	78.5	72.8	76.7	81.7	84.8
No.....	9.4	6.0	6.5	10.4	5.3	4.3	5.4
Don't know.....	4.7	2.9	3.1	2.4	3.3	4.3	2.7
Blank, etc.....	18.7	10.8	11.9	14.4	14.7	9.7	7.1
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	64	416	480	125	150	93	112

Fresh Shellfish

Have you served it during the past year?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	14.3	29.8	26.2	16.8	28.9	34.2	33.7
No.....	85.3	69.5	73.2	82.5	71.0	65.5	65.1
Don't know.....	.2	.3	.3	.2	-	-	1.0
Blank, etc.....	.2	.4	.3	.5	.1	.3	.2
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	571	1902	2473	931	620	406	516

Fresh Shellfish (Continued)

When was the last time you served fresh shellfish?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Within past week....	13.4	17.1	16.7	17.9	14.5	13.6	20.1
Within past month...	34.2	26.3	27.3	26.3	27.9	24.5	29.9
Within past year....	37.8	41.4	40.9	37.2	46.4	41.0	38.5
Don't remember.....	14.6	14.5	14.7	18.6	11.2	18.0	11.5
Blank, etc.....	-	.7	.4	-	-	2.9	-
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	82	566	648	156	179	139	174

Is there any particular season that you serve it more often than other seasons?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Summer.....	3.6	10.4	9.6	7.7	5.6	12.9	12.7
Fall.....	7.3	3.2	3.7	7.7	5.0	.7	1.1
Winter.....	17.1	9.5	10.5	18.0	14.0	5.8	4.0
Spring.....	4.9	2.1	2.5	2.5	3.4	2.2	1.7
Fall and winter.....	-	2.1	1.9	3.2	3.9	-	-
No particular season	67.1	70.0	69.6	59.6	67.0	73.4	78.2
Blank, etc.....	-	2.7	2.2	1.3	1.1	5.0	2.3
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	82	566	648	156	179	139	174

Fresh Shellfish (Continued)

Is there a particular day of the week that you serve it?

	Farm	Non-farm	Total	Com. 2,499 & less	2,500-49,999	City-Size 50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Monday.....	-	.4	.3	-	-	-	1.1
Tuesday.....	-	.2	.1	-	-	-	.6
Wednesday.....	-	.7	.6	-	.6	1.4	.6
Thursday.....	-	.9	.8	-	1.1	.7	1.1
Friday.....	18.3	32.3	30.6	19.2	29.6	34.5	38.5
Saturday.....	3.7	1.4	1.7	4.5	1.7	-	.6
Sunday.....	1.2	.7	.8	1.3	.6	-	1.1
No particular day..	75.6	62.4	64.5	74.4	65.9	61.2	55.3
Blank, etc.....	1.2	1.0	.6	.6	.5	2.2	1.1
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	82	566	648	156	179	139	174

Can you generally get the kind of fresh shellfish you want?

	Farm	Non-farm	Total	Com. 2,499 & less	2,500-49,999	City-Size 50,000-499,999	500,000 & over
Yes.....	54.9	71.4	69.3	57.1	71.5	70.5	77.0
No.....	18.3	7.8	9.1	13.4	12.8	2.9	6.3
Don't know.....	15.8	4.0	5.6	9.6	1.7	5.0	6.3
Blank, etc.....	11.0	16.8	16.0	19.9	14.0	21.6	10.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	82	566	648	156	179	139	174

Canned Shellfish

Have you served it during the past year?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes	10.3	23.4	20.4	13.0	25.2	29.8	20.7
No	88.5	74.3	77.6	85.0	73.5	67.8	76.9
Don't know	.4	.5	.4	.3	.2	.7	.8
Blank, etc	.8	1.8	1.6	1.7	1.1	1.7	1.6
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	571	1902	2473	931	620	406	516

Frozen Fish

Have you served it during the past year?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes	53.7	51.8	52.2	54.8	60.6	49.3	39.9
No	45.9	47.9	47.4	44.7	39.2	50.5	59.7
Don't know	.4	.2	.3	.4	.2	.2	-
Blank, etc	-	.1	.1	.1	-	-	.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	571	1902	2473	931	620	406	516

Frozen Fish (Continued)

When was the last time you served frozen fish?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Within past week....	15.9	19.5	18.6	18.6	18.4	19.0	18.5
Within past month...	40.4	41.6	41.3	39.6	45.7	37.0	41.7
Within past year....	30.3	29.6	30.0	29.4	28.2	31.5	32.0
Don't remember.....	12.4	7.8	8.8	11.2	6.1	10.0	7.3
Blank, etc.....	1.0	1.5	1.3	1.2	1.6	2.5	.5
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Is there any particular season that you serve it more often than other seasons?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Summer.....	2.9	2.1	2.3	2.9	3.2	-	1.5
Fall.....	3.3	1.1	1.6	2.4	1.1	1.0	1.5
Winter.....	7.5	6.5	6.7	8.4	7.2	4.5	3.9
Spring.....	6.5	4.5	5.0	5.1	6.9	3.5	2.4
No particular season	77.8	82.9	81.7	79.2	78.4	87.0	88.3
Blank, etc.....	2.0	2.9	2.7	2.0	3.2	4.0	2.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Frozen Fish (Continued)

Is there a particular day of the week that you serve it?

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Monday.....	1.3	-	.2	.6	.3	-	-
Tuesday.....	-	.1	.1	-	-	-	.5
Wednesday.....	-	.4	.3	.2	.5	-	.5
Thursday.....	.7	.5	.5	.6	.3	.5	1.0
Friday.....	22.1	40.9	36.6	22.7	42.3	48.5	48.0
Saturday.....	2.0	.6	.9	1.5	.5	.5	.5
Sunday.....	-	.3	.2	.4	.3	-	-
No particular day..	72.3	56.1	60.0	72.2	55.3	48.5	49.0
Blank, etc.....	1.6	1.1	1.2	1.8	.5	2.0	.5
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Can you generally get the kind of frozen fish you want?

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	73.6	76.2	75.6	71.8	79.0	71.5	83.0
No.....	3.6	4.9	4.6	5.3	4.3	5.0	2.9
Don't know.....	6.5	2.4	3.4	5.3	1.8	2.5	2.4
Blank, etc.....	16.3	16.5	16.4	17.6	14.9	21.0	11.7
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Fresh Fish

Have you served it during the past year?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Yes	63.0	72.1	70.0	61.1	67.6	82.3	79.5
No	36.6	27.3	29.4	38.3	31.6	17.2	20.3
Don't know	.4	.2	.3	.4	.2	.3	-
Blank, etc	-	.4	.3	.2	.6	.2	.2
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	571	1902	2473	931	620	406	516

When was the last time you served fresh fish?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Within past week	16.7	22.5	21.1	16.7	16.5	26.0	28.8
Within past month	32.8	35.2	35.0	29.4	37.0	36.5	38.3
Within past year	36.7	31.3	32.4	38.7	39.1	23.7	23.9
Don't remember	12.2	8.3	9.2	12.6	4.8	10.5	8.0
Blank, etc	1.6	2.7	2.3	2.6	2.6	3.3	1.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	360	1372	1732	569	419	334	410

Fresh Fish (Continued)

Is there any particular season that you serve it more often than other seasons?

	Farm	Non-Farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Summer.....	18.6	12.2	13.5	19.0	17.2	6.0	8.3
Winter.....	4.5	1.4	2.0	3.7	1.9	1.5	.2
Fall.....	2.8	4.0	3.8	3.3	3.1	5.4	3.7
Spring.....	10.8	4.8	6.1	9.3	8.1	3.0	2.0
No particular season	59.4	73.2	70.4	59.4	65.9	79.0	83.4
Blank, etc.....	3.9	4.4	4.2	5.3	3.8	5.1	2.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	316	1372	1732	569	419	334	410

Is there a particular day of the week that you serve it?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Monday.....	-	.2	.2	-	-	-	.7
Tuesday.....	.3	.4	.3	.2	.2	-	1.0
Wednesday.....	.3	.5	.4	.4	.5	.3	.5
Thursday.....	.8	1.2	1.2	.9	.7	1.5	1.7
Friday.....	15.3	38.9	34.0	17.0	34.9	47.3	45.9
Saturday.....	4.7	1.5	2.1	4.2	2.2	-	1.0
Sunday.....	.3	.3	.3	.2	.2	.3	.5
No particular day...	73.9	54.7	58.8	72.6	58.7	48.2	48.0
Blank, etc.....	4.4	2.3	2.7	4.5	2.6	2.4	.7
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	360	1372	1732	569	419	334	410

Fresh Fish (Continued)

Can you generally get the kind of fresh fish you want?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	52.2	61.9	60.0	48.0	57.0	66.8	73.6
No.....	17.2	13.8	14.5	20.0	19.8	6.9	7.6
Don't know.....	10.9	4.4	5.7	10.0	3.1	3.6	4.4
Blank, etc.....	19.7	19.9	19.8	22.0	20.1	22.7	14.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	360	1372	1732	569	419	334	410

Canned Fish

Have you served it during the past year?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	77.1	78.0	77.7	76.4	80.2	79.8	75.4
No.....	21.2	20.9	21.0	22.0	19.0	19.0	23.1
Don't know.....	1.0	.2	.4	.8	.2	.2	.2
Blank, etc.....	.7	.9	.9	.8	.6	1.0	1.3
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	571	1902	2473	931	620	406	516

Frequency of Use (Continued)

Cured Fish or Shellfish - pickled, salted, smoked, etc.

Have you served it during the past year?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	14.7	21.9	20.3	14.1	19.0	23.7	30.2
No.....	79.2	72.5	74.0	79.0	75.2	70.9	65.9
Don't know.....	.3	.6	.6	.6	.5	.2	.8
Blank, etc.....	5.8	5.0	5.1	6.3	5.3	5.2	3.1
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	571	1902	2473	931	620	406	516

Preferences - Fresh vs. Frozen Fish and Shellfish

If it cost you the same amount to serve your family fresh fish or frozen fish, which would you prefer?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Fresh fish.....	55.9	58.1	57.6	55.4	55.5	60.8	61.6
Frozen fish.....	18.9	20.4	20.0	20.8	22.7	17.2	17.7
No preference.....	15.6	14.7	14.9	13.4	15.2	17.5	15.3
Blank, etc.....	9.6	6.8	7.5	10.4	6.6	4.5	5.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	571	1902	2473	931	620	406	516

Preferences - Fresh vs. Frozen Fish and Shellfish (Continued)

Is there anyone in your family who will eat fresh fish but will not eat frozen fish?

	Farm	Non-Farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	4.7	11.8	10.1	6.1	9.1	13.8	15.9
No.....	73.0	70.8	71.3	73.0	78.2	68.7	62.2
Don't know.....	12.5	10.0	10.6	10.4	5.3	12.6	15.5
Blank, etc.....	9.8	7.4	8.0	10.5	7.4	4.9	6.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	571	1902	2473	931	620	406	516

Generally speaking, do you think people serve fish more often when meats go up in price or not?

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	47.5	53.9	52.4	49.1	53.1	54.9	55.6
No.....	9.3	14.4	13.2	10.5	12.7	13.3	18.4
Don't know.....	32.0	23.0	25.1	28.7	24.8	25.4	18.8
Blank, etc.....	11.2	8.7	9.3	11.7	9.4	6.4	7.2
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	571	1902	2473	931	620	406	516

Which do you use more often - fresh or frozen shellfish?

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Fresh shellfish....	45.2	42.1	42.4	40.4	42.7	38.9	47.5
Frozen shellfish...	41.9	34.1	35.2	38.6	34.7	31.5	35.6
About the same.....	12.9	23.8	22.4	21.0	22.6	29.6	16.9
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers..	31	214	3/245	57	75	54	59

Which do you use more often - fresh or frozen fish?

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Fresh fish.....	37.4	38.5	38.3	33.8	40.6	39.7	42.2
Frozen fish.....	48.0	45.3	45.8	53.2	44.2	39.0	40.1
About the same.....	14.6	16.2	15.9	13.0	15.2	21.3	17.7
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers..	171	634	3/805	293	224	141	147

3/ These questions were asked an undetermined number of respondents who served both fresh and frozen fish and shellfish and percentages are based on number of answers. Exercise care with the data in these summaries.

Particular Preferences - Frozen Fish and Shellfish

General - cooking, cuts preferred, availability, etc.

How about frozen fish - do you think people buy frozen fish more often when meat prices go up than they ordinarily do or not?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes	51.5	57.8	56.3	57.5	56.9	49.0	59.2
No	11.7	13.4	13.0	11.2	14.4	13.0	15.1
Don't know	33.6	24.9	26.9	27.8	25.5	32.0	22.3
Blank, etc	3.2	3.9	3.8	3.5	3.2	6.0	3.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	307	985	1292	510	376	200	206

What methods of cooking frozen fish do you usually use--that is, frying, baking, boiling, broiling, or any other way?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Frying	80.4	61.7	65.9	78.4	63.5	51.7	54.7
Baking	4.6	6.1	5.7	3.4	8.0	7.3	5.6
Boiling	.3	.7	.6	-	1.6	.9	-
Frying and baking	7.0	9.8	9.2	7.7	8.2	11.5	12.1
Frying and boiling	-	1.5	1.2	.6	1.6	.9	2.2
Frying, baking and boiling	.6	.6	.6	.7	.2	1.7	-
Broiling: Flame	3.1	13.4	11.1	5.4	10.8	19.6	16.4
Electric	4.0	6.2	5.7	3.8	6.1	6.4	9.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers 4/	326	1123	1449	556	427	234	232
Number asked	307	985	1292	510	376	200	206

4/ This question was asked the 1292 respondents who served frozen fish and some gave more than one answer. Total slightly revised from data shown in previous Fishery Leaflets.

General - cooking, cuts preferred, availability, etc. (Continued)

In your experience with frozen fish have you found the quality to change from time to time?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Changes.....	9.1	12.6	11.8	10.2	11.7	14.0	13.6
Generally the same.	79.8	78.0	78.4	79.6	81.1	71.0	77.7
No opinion.....	10.8	8.2	8.8	10.0	6.7	12.5	6.3
Blank, etc.....	.3	1.2	1.0	.2	.5	2.5	2.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Will you look at this card and tell me what cuts of frozen fish you prefer to buy?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Whole or round.....	2.8	3.5	3.4	3.4	3.0	5.3	2.3
Drawn.....	2.1	.5	.8	1.8	.2	.9	-
Dressed.....	9.2	5.7	6.4	8.0	6.5	6.1	3.4
Pan-dressed.....	5.2	3.6	4.0	5.3	1.4	3.9	5.2
Steaks.....	17.7	21.2	20.4	17.0	21.2	21.8	25.1
Fillets.....	63.0	65.5	65.0	64.5	67.7	62.0	64.0
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of answers 5/	327	1167	1494	564	434	229	267
Number asked.....	307	985	1292	510	376	200	206

5/ This question was asked the 1292 respondents who served frozen fish and some gave more than one answer.

General - cooking, cuts preferred, availability, etc. (Continued)

Do you prefer fillets with skins on or skinless?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Skin on.....	32.2	24.4	26.2	29.6	28.7	20.5	18.9
Skinless.....	48.9	54.8	53.4	50.8	52.1	56.0	59.7
No preference.....	16.9	18.8	18.3	17.8	18.9	19.0	18.0
Blank, etc.....	2.0	2.0	2.1	1.8	.3	4.5	3.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Have you tried frozen fillet of flounder or fillet of sole?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	36.5	49.2	46.2	37.2	43.1	54.5	66.0
No.....	46.9	39.3	41.1	46.5	47.1	32.0	25.7
Don't know.....	15.6	10.4	11.6	16.1	9.3	11.0	5.4
Blank, etc.....	1.0	1.1	1.1	.2	.5	2.5	2.9
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

General - cooking, cuts preferred, availability, etc. (Continued)

In some sections of the country you can get both east coast and west coast fillet of flounder and fillet of sole. Do you happen to know whether you ever tried east coast fillet of sole or flounder or west coast fillet of sole or flounder?

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Tried east-coast fillet of sole or flounder only....	14.3	7.0	8.4	10.5	8.0	7.3	6.6
Tried west-coast fillet of sole or flounder only....	4.5	4.6	4.5	2.6	3.1	11.9	3.0
Tried both.....	.9	10.7	8.9	3.2	8.0	12.9	14.7
Don't know.....	80.3	77.7	78.2	83.7	80.9	67.9	75.7
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	112	485	597	190	162	109	136

About how much frozen fish do you buy for each serving--that is, about how much of a pound do you count on for each member of the family?

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
1/5.....	.3	.7	.6	.8	1.1	-	-
1/4.....	20.2	23.1	22.4	22.8	24.7	11.0	28.2
1/3.....	14.0	15.9	15.5	14.1	17.5	14.5	16.0
1/2.....	52.8	48.2	49.3	49.2	45.2	61.5	45.1
3/4.....	3.3	4.7	4.3	3.9	5.9	2.5	4.4
2/3.....	1.3	.4	.6	.8	.8	.5	-
1.....	3.9	3.2	3.4	4.7	2.6	4.0	1.0
1-1/2.....	.3	.2	.2	.2	.3	.5	-
Blank, etc.....	3.9	3.6	3.7	3.5	1.9	5.5	5.3
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Particular Preferences - Frozen Fish and Shellfish (Continued)

General - cooking, cuts preferred, availability, etc.(Continued)

At what type of store did you last buy frozen fish?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Supermarket.....	65.1	64.4	64.6	63.7	67.3	59.5	66.5
Independent food store.....	17.6	20.5	19.8	22.3	21.0	15.5	15.5
Fish store.....	4.3	6.6	6.0	3.1	3.7	13.0	10.7
General store.....	2.3	2.0	2.1	1.8	2.1	4.5	.5
Meat market.....	1.3	1.6	1.5	1.8	.5	1.5	2.9
Frozen food locker.	3.6	.7	1.4	2.5	1.1	.5	-
Chain food store...	.7	1.0	.9	1.2	1.3	.5	-
Other type of store	1.3	.4	.6	.8	.6	1.0	-
Door to door truck.	1.9	.1	.5	1.2	-	-	.5
Mail order.....	.3	-	.1	.2	-	-	-
Blank, etc.....	1.6	2.7	2.5	1.4	2.4	4.0	3.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Can you get frozen fish at the place where you do most of your food shopping?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Yes.....	90.6	91.2	91.0	89.6	93.1	89.0	92.7
No.....	8.1	5.8	6.3	9.2	5.1	3.5	4.4
Don't know.....	1.0	1.2	1.2	.6	1.3	3.0	.5
Blank, etc.....	.3	1.8	1.5	.6	.5	4.5	2.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Particular Preferences - Frozen Fish and Shellfish (Continued)

General - cooking, cuts preferred, availability, etc.(Continued)

Can you generally get any kind you want at this store?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes	86.7	87.6	87.4	85.4	90.3	88.2	86.4
No	8.6	10.0	9.7	9.8	8.0	10.7	11.5
Don't know	4.7	2.4	2.9	4.8	1.7	1.1	2.1
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	278	898	1176	457	350	178	191

Packaging

The last time you bought frozen fish, was it unwrapped, wrapped only in cellophane, packed in a box or some other type of package?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Unwrapped	7.5	3.1	4.1	5.9	1.9	5.0	3.4
Wrapped only in cellophane	68.1	58.0	60.4	67.3	63.0	51.5	47.1
Packed in box	20.5	34.0	30.8	23.1	31.6	34.0	45.1
Wrapped in paper	1.3	.8	.9	1.2	.3	1.5	1.0
Blank, etc	2.6	4.1	3.8	2.5	3.2	8.0	3.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	307	985	1292	510	376	200	206

Packaging (Continued)

Do you prefer to buy your frozen fish unwrapped, wrapped only in cellophane, packed in a box, or some other type of package?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Unwrapped.....	3.3	1.8	2.2	3.1	1.1	3.0	1.0
Wrapped in cellophane.....	64.5	51.4	54.5	63.5	56.6	41.5	40.8
Packed in box.....	20.5	32.7	29.8	22.8	31.1	34.0	40.8
Wrapped in paper...	.3	.1	.3	.2	.3	-	-
Blank, etc.....	11.4	14.0	13.2	10.4	10.9	21.5	17.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Do you prefer all your frozen fish packed in a box or just certain kinds?

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
All.....	91.8	92.0	92.0	91.5	94.7	93.1	88.5
Certain kinds.....	8.2	8.0	8.0	8.5	5.3	6.9	11.5
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	61	337	398	117	113	72	96

Particular Preferences - Frozen Fish and Shellfish (Continued)

Packaging (Continued)

Would you look at this list and tell me whether the information on the package about each one is enough or not enough?

Weight of fish:

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Enough.....	69.1	77.2	75.3	69.0	81.4	69.5	85.4
Not enough.....	10.7	5.0	6.3	10.4	4.3	3.0	3.4
Not interested.....	6.5	4.3	5.0	6.3	3.7	3.5	4.4
Don't know.....	13.7	13.5	13.4	14.3	10.6	24.0	6.8
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Nutritive Value (Vitamins, etc.)

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Enough.....	37.5	43.8	42.3	40.6	46.8	35.0	45.2
Not enough.....	12.1	8.8	9.6	12.7	8.8	4.0	8.7
Not interested.....	19.5	13.8	15.2	15.7	13.0	14.0	18.9
Don't know.....	30.9	33.6	32.9	31.0	31.4	47.0	27.2
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Packaging (Continued)
Would you look at this list and tell me whether the information on the package about each one is enough or not enough? (Continued)
Whether it is raw or cooked:

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Enough.....	62.2	68.1	66.7	62.2	68.4	61.0	80.6
Not enough.....	11.4	5.9	7.2	11.0	7.7	2.0	1.9
Not interested.....	8.8	5.3	6.1	8.2	4.0	5.0	5.8
Don't know.....	17.6	20.7	20.0	18.6	19.9	32.0	11.7
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Kind of fish:

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Enough.....	74.9	85.1	82.7	77.2	88.6	78.5	89.3
Not enough.....	5.9	3.0	3.7	4.9	2.7	3.5	2.9
Not interested.....	6.8	3.5	4.3	6.9	2.4	2.5	2.9
Don't know.....	12.4	8.4	9.3	11.0	6.3	15.5	4.9
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Packaging (Continued)

Would you look at this list and tell me whether the information on the package about each one is enough or not enough? (Continued)

Cut of fish:

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Enough.....	62.6	74.4	71.6	64.5	78.2	67.5	81.1
Not enough.....	10.7	5.3	6.6	8.4	5.6	3.0	7.3
Not interested.....	8.8	4.7	5.7	8.5	3.7	3.5	4.4
Don't know.....	17.9	15.6	16.1	18.6	12.5	26.0	7.2
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Recipes:

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Enough.....	39.4	44.3	43.2	40.4	46.5	42.5	44.2
Not enough.....	14.3	14.7	14.6	16.5	15.7	11.0	11.7
Not interested.....	25.1	19.3	20.7	22.2	17.3	16.5	27.1
Don't know.....	21.2	21.7	21.5	20.9	20.5	30.0	17.0
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Packaging (Continued)

What size package do you prefer

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
1/2 pound.....	6.8	14.4	12.6	10.0	15.2	10.0	17.0
1 pound.....	58.3	61.1	60.4	59.6	63.3	58.0	59.7
1-1/2 pounds.....	9.1	9.9	9.7	8.8	10.6	10.0	9.7
2 pounds.....	19.2	9.3	11.7	16.7	7.4	14.0	4.9
Other sizes.....	2.0	.9	1.2	1.2	1.1	.5	1.9
Don't know.....	3.3	2.9	2.9	2.7	1.9	4.0	4.4
Blank, etc.....	1.3	1.5	1.5	1.0	.5	3.5	2.4
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Grading

Do you think it would be a good idea to have some grading on frozen fish or wouldn't it make any difference to you?

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Good idea.....	71.7	72.4	72.2	73.5	74.7	64.5	71.9
Bad idea.....	.3	1.3	1.1	.2	1.6	.5	2.9
Makes no difference	27.4	25.5	25.9	26.1	23.7	32.5	23.3
Blank, etc.....	.6	.8	.8	.2	-	2.5	1.9
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Special Products

Shellfish:

Do you prefer to buy raw or already cooked frozen shellfish and fish?

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Raw.....	78.1	70.7	71.7	68.8	76.7	68.8	70.5
Already cooked.....	7.8	20.7	18.9	17.6	16.7	23.7	19.7
Blank, etc.....	14.1	8.6	9.4	13.6	6.6	7.5	9.8
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	64	416	480	125	150	93	112

Fish:

	Farm	Non-farm	Total	City-Size: Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Raw.....	81.8	83.3	82.9	77.3	88.3	84.5	85.4
Already cooked.....	8.8	9.1	9.1	11.2	6.1	7.0	11.2
Blank, etc.....	9.4	7.6	8.0	11.5	5.6	8.5	3.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Special Products (Continued)

Have you bought frozen products that were already breaded?

Shellfish:

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	28.1	33.2	32.5	29.6	36.0	30.1	33.0
No.....	56.3	59.9	59.4	56.8	57.3	65.6	59.8
Blank, etc.....	15.6	6.9	8.1	13.6	6.7	4.3	7.2
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	64	416	480	125	150	93	112

Fish:

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Yes.....	8.5	11.3	10.6	8.2	10.1	11.5	16.5
No.....	81.1	81.0	81.0	79.4	84.3	80.0	80.1
Blank, etc.....	10.4	7.7	8.4	12.4	5.6	8.5	3.4
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Special Products (Continued)

Do you like breaded frozen shellfish and fish?

Shellfish:

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Like.....	70.0	72.9	72.5	75.0	67.2	71.4	78.9
Do not.....	20.0	24.3	23.8	20.0	27.6	25.0	21.1
Don't know.....	10.0	2.8	3.7	5.0	5.2	3.6	-
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked 6/....	20	144	164	40	58	28	38

Fish:

	Farm	Non-farm	Total	City-Size Com. 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Like.....	50.0	53.0	52.4	54.3	43.2	56.0	57.9
Do not.....	29.4	29.5	29.5	23.7	43.2	20.0	28.9
Don't know.....	20.6	17.5	18.1	22.0	13.6	24.0	13.2
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked 6/....	34	132	166	59	44	25	38

6/ There were 156 respondents who had bought breaded frozen shellfish and 137 respondents who had bought breaded frozen fish. A few respondents who had not bought those products were asked these questions also. Exercise care with these data.

Special Products (Continued)

Do you think you would like a complete frozen (shellfish) (fish) dinner containing the fish, potatoes and vegetables that is packaged in a ready-to-heat container?

Shellfish:

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Would like.....	34.4	23.1	24.6	30.4	24.0	20.4	22.3
Wouldn't like.....	31.2	48.1	45.8	36.8	45.3	53.8	50.0
Don't know.....	20.3	20.9	20.8	20.0	22.7	20.4	19.6
Blank, etc.....	14.1	7.9	8.8	12.8	8.0	5.4	8.1
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	64	416	480	125	150	93	112

Fish:

	Farm	Non-farm	Total	Com. City-Size 2,499 & less	2,500-49,999	50,000-499,999	500,000 & over
	%	%	%	%	%	%	%
Would like.....	17.3	22.7	21.4	19.0	25.0	18.5	23.8
Wouldn't like.....	49.5	52.4	51.7	51.4	51.4	48.5	56.3
Don't know.....	26.7	18.0	20.0	20.8	19.1	24.0	16.0
Blank, etc.....	6.5	6.9	6.9	8.8	4.5	9.0	3.9
Totals.....	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked.....	307	985	1292	510	376	200	206

Mail Order 7/

Do you ever get frozen fish or shellfish by mail order?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Yes	2.4	2.3	2.4	2.4	-	33.3	-
No	97.6	97.7	97.6	97.6	100.0	66.7	100.0
Totals	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number asked	450	218	668	626	37	3	2

If mail order were available, would you purchase it by mail?

	Farm	Non-farm	Total	Com. 2,499 & less	City-Size 2,500-49,999	City-Size 50,000-499,999	City-Size 500,000 & over
	%	%	%	%	%	%	%
Yes	12.9	15.9	13.4	14.7	5.9	-	-
No	58.6	69.6	62.2	59.7	88.2	100.0	-
Don't know	28.5	14.5	24.4	25.6	5.9	-	-
Totals	100.0	100.0	100.0	100.0	100.0	100.0	-
Number asked 8/	140	69	209	191	17	1	-

7/ In rural farm and non-farm areas only.
8/ A number of respondents were asked this question who gave no answer to item 50 in the questionnaire. Exercise care with these data.

Classification Data

Who in family decides whether or not to serve fish?	Percent
Housewife	76.2
Husband	6.6
Family	7.8
Other female members in household	1.3
Other male members in household	.4
Blank, etc.	7.7
Total	100.0
Number asked	2473

How many people are there living in your household altogether, counting children and babies and any relatives or other adults including roomers or boarders?

Adults	6253
Children	2530
Total	8783

Age	
Under 5 years of age	779
5-14	1470
15-19	606
20-24	462
25-34	1240
35-44	1313
45-54	1084
55-64	679
65 and over	655
Age not indicated	495
Total	8783

Position in household	
Grandfather	73
Grandmother	92
Husband	2094
Wife	2398
Son	1732
Daughter	1646
Brother	62
Sister	81
Roomer	99
Other, blank, not given, etc.	506
Total	8783

Do roomers or boarders eat in or out?

In	41
Out	21
Blank, etc.	37
Total	99

Classification Data (Continued)

What kind of work does the head of your household do?

Professional and semi-professional	157
Farmers, farm laborers	375
Proprietors, managers, officials	214
Clerical and kindred workers	185
Salesmen	105
Craftsmen, foremen	424
Operatives, service workers	448
Domestic service	6
Housework	40
Laborers	139
Services (Armed Forces)	24
Retired	229
Refused or blank, etc.	127
Total	2473

The approximate income of your whole family 9/

Under $500 a year	45
$500 - 749	20
750 - 999	33
1000 - 1249	43
1250 - 1499	75
1500 - 1999	71
2000 - 2499	160
2500 - 2999	287
3000 - 3999	380
4000 - 4999	215
5000 - 7499	131
7500 - over	65
Refused or blank, etc.	948
Total	2473

9/ Adjusted to before taxes.

Classification Data (Continued)

Age of respondents:

15-19	26
20-24	121
25-34	538
35-44	602
45-54	526
55-64	345
65 and over	268
Blank, etc.	47
Total	2473

Region:

Northeast	685
North Central	732
South	734
West	322
Total	2473

Color:

White	2229
Negro	216
Other non-white	12
Blank, etc.	16
Total	2473

Farm, non-farm:

Farm	549
Non-farm	1895
Blank, etc.	29
Total	2473

City size:

500,000 and over	516
50,000 - 499,999	406
2,500 - 49,999	620
Remainder	931
Total	2473

Classification Data (Continued)

In rural areas

Do you (or does your family) raise most of the food you use or do you (or your family) buy most of it?

Raise	329
Buy	151
Can't say	69
Total	549

Do you have any income from work off the farm not included in the above income?

Yes	71
No	334
No answer, blank, etc.	144
Total	549

What was the last grade you completed in school?

0--4 years	151
5	87
6	122
7	141
8 grade school	504
9	146
10	176
11	125
12 high school	625
13-15	199
16 college	103
over 16	20
Blank, etc.	74
Total	2473

In what country were your parents born?

United States-----1705 One or both parents foreign born--768

Total - 2473

Religion:

Catholic---717 Protestant---1630 Jewish---91 Blanks, etc.---35

Total - 2473

APPENDIX

Alfred Politz Research, Inc.
270 Park Avenue
New York 17, N. Y.

Job #171

FISH AND SHELLFISH QUESTIONNAIRE

Family Name ..... Location number.....

Street Address ..... Apt.....

City or Town..... Date of Interview .....

RESULTS OF CALLS AT HOUSEHOLD

	1st Call	2nd Call	3rd Call
HOUSEWIFE HOME			
NOT HOME			
REFUSAL			

38–
39–
40–
41–

We are making a survey of certain foods and I would like your opinion about them and, in some cases your ideas for improvement.

1. First I'd like to ask: Does your family generally eat its main meal at home or somewhere else?

At home..... *(Skip to Q. 3)* Somewhere else.....

2. *(If "Somewhere else")* About how often do you cook dinner at home?

More than once a week ..... Less than once a week.....

(IF LESS THAN ONCE A WEEK, DISCONTINUE INTERVIEW)

42–1

3. Do you do the cooking for the family?

Yes.....43–1 No..... 2

4. Do you do the food buying for the family?

Yes.....44–1 No.....2

(IF "NO" TO QUESTION 3 AND 4 DISCONTINUE INTERVIEW)

As you probably know, there are various ways that fish and shellfish can be bought nowadays—That is, they can be bought both frozen and fresh as well as canned or smoked. Now I'd like to ask you first: *(Interviewer: Start at arrow ➔ on left side of page.)*

Interviewer: Ask section a for all types then return and ask across for each type	a Have you served it during the past year?	b *(If "yes" to a)* When was the last time you served ....? *(Ask about type. That is, frozen shellfish, fresh shellfish, etc.)*	c Is there any particular season that you serve it more often than other seasons? *Interviewer: (If "yes,") ask:* "What season?"	d *(If "yes" to c)* How often do you serve it in this season? *(Indicate whether week, month, etc.)*	e Is there a particular day of the week that you serve it? *Interviewer: (If "yes",) ask:* "What day?"	f What do you particularly like about ....? *(Ask about type. That is frozen shellfish, fresh shellfish, etc.)*	g Can you generally get the kind of .... *(Ask of type)* you want?	h What is the kind you usually serve in the .... group? *(Ask about type)*
5. About frozen shellfish? That is, shrimp, lobster, crabmeat, etc.	Yes ....45–1 No .....2 Don't know....3	.....days ago .....weeks ago .....months ago .....don't remember 46–	Summer ...47–1 Winter....3 Fall .....2 Spring....4 No particular season 5	.....times per week, month, etc. 48–	Mon. ...49–1 Fri. ...5 Tues. .....2 Sat. .....6 Wed. .....3 Sun. .....7 Thurs. .....4 No particular day 8	.... 50– 51–	Yes ..52–1 No ...2 Don't know....3	.... No particular kind 53– 54–
6. How about fresh shellfish?	Yes ....55–1 No .....2 Don't know....3	..... days ago .....weeks ago .....months ago .....don't remember 56–	Summer....57–1 Winter....3 Fall .....2 Spring....4 No particular season 5	.....times per week, month, etc. 58–	Mon. ...59–1 Fri. ...5 Tues. .....2 Sat. .....6 Wed. .....3 Sun. .....7 Thurs. .....4 No particular day 8	.... 60– 61–	Yes ..62–1 No .....2 Don't know....3	.... No particular kind 63– 64–
7. and canned shellfish — shrimp, lobster, crabmeat, etc.	Yes ....65–1 No .....2 Don't know....3							.... 66– No particular kind 67–
8. How about frozen fish? That is, salmon, flounder, sole, etc.	Yes ....68–1 No .....2 Don't know....3	.....days ago .....weeks ago .....months ago .....don't remember 69–	Summer....70–1 Winter....3 Fall .....2 Spring....4 No particular season 5	.....times per week, month, etc. 71–	Mon. ...72–1 Fri. ...5 Tues. .....2 Sat. .....6 Wed. .....3 Sun. .....7 Thurs. .....4 No particular day 8	....73– 74– 75–	Yes ..76–1 No .....2 Don't know....3	.... No particular kind 77– 78– 79–
9. Fresh fish [42–2]	Yes ....43–1 No .....2 Don't know....3	.....days ago .....weeks ago .....months ago .....don't remember 44–	Summer....45–1 Winter....3 Fall .....2 Spring....4 No particular season 5	.....times per week, month, etc. 46–	Mon. ...47–1 Fri. ...5 Tues. .....2 Sat. .....6 Wed. .....3 Sun. .....7 Thurs. .....4 No particular day 8	....48– 49– 50–	Yes ..51–1 No .....2 Don't know....3	.... No particular kind 52– 53– 54–
10. Canned fish	Yes ....55–1 No .....2 Don't know....3							.... 56– 57– No particular kind 58–
11. Cured fish — pickled, salted, smoked, etc.	Yes ....59–1 No .....2 Don't know....3							.... 60– 61– No particular kind 62–

ASK EVERYONE WHO SERVED SOME TYPE OF FISH; THAT IS, ANY "YES" IN COLUMN a. IF RESPONDENT DID NOT, GO TO CLASSIFICATION DATA.

12. If it cost you the same amount to serve your family fresh fish or frozen fish, which would you prefer?

Fresh fish.....63–1 Frozen fish.....2 No preference.....3
(Skip to Q. 14)

13. *(If "fresh" or "frozen")* What would you say is the main advantage of serving .....fish?
("fresh" or "frozen")

.....64–
.....65–
(Write in)

14. Is there anyone in your family who will eat fresh fish but will not eat frozen fish?

Yes.....66–1 No.....2 Don't know.....3
(Skip to Q. 16)

15. *(If "Yes")* How many are children under 15 and how many are adults that will not eat it?

Adults 67–
Children under 15 68–

16. Generally speaking, do you think people serve fish more often when meats go up in price or not?

Yes.....69–1 No.....2 Don't know.....3

17. *(Interviewer: Ask this question only of those who did not serve frozen fish in past year; that is, "No" in Question 8a)* Is there any particular reason why you don't use frozen fish?

Price ..... Taste ..... Availability.....
Other 70–
71–
.....72–
(Write in)

18. *(Ask only if both fresh shellfish and frozen shellfish are served; that is "Yes" in 5a or 6a).* Which do you use more often—fresh or frozen shellfish?

Fresh shellfish.....73–1 Frozen shellfish.....2 About the same.....3

19. *(Ask only if both fresh fish and frozen fish are served; that is "Yes" in 8a and 9a).* Which do you use more often—fresh or frozen fish?

Fresh fish.....74–1 Frozen fish.....2 About the same.....3

Interviewer: Ask Questions 20 through 42 of those respondents who serve frozen fish: ("Yes" in Q. 8a)

20. How about frozen fish—do you think people buy frozen fish more often when meat prices go up than they ordinarily do or not?

42–3

Yes.....43–1 No.....2 Don't know.....3

21. What methods of cooking frozen fish do you usually use—that is, frying, baking, broiling, boiling, or any other way?

Frying .....
Baking ..... Broiling { Flame / Electric / Out doors } .....
Boiling .....
44–
45–
Other 46–
(Write in)

22. In your experience with frozen fish have you found the quality to be generally the same or does it change from time to time?

Changes.....47–1 Generally the same.....2 No opinion.....3
(Skip to Q. 24)

23. *(If "Changes")* In what way have you found the quality to change?

.....48–
.....49–
(Write in)

24. Will you look at this card and tell me what cuts of frozen fish you prefer to buy?
(Interviewer: Hand respondent card and record by number)

1. Whole or round fish .....
2. Drawn fish .....
3. Dressed fish .....
4. Pan-dressed fish .....
5. Steaks .....
6. Fillets 50–

None in particular.....51–
52–

25. The last time you bought frozen fish, which of those cuts did you buy?
53–
.....54–
(Write in)

25a. Do you prefer fillets with the skin on or skinless?

Skin on.....55–1 Skinless.....2 No preference.....3

26. Have you ever tried frozen Fillet of Flounder or Fillet of Sole?

Yes.....56–1 No.....2 Don't remember.....3
(Skip to Q. 29)

27. *(If "Yes")* In some sections of the country you can get both East Coast and West Coast Fillet of Flounder and Fillet of Sole. Do you happen to know whether you ever tried East Coast Fillet of Sole or Flounder, or West Coast Fillet of Sole or Flounder?

Tried East Coast Fillet of Sole or Flounder 57–1
Tried West Coast Fillet of Sole or Flounder 3
Tried both 2
Don't know 4
(Skip to Q. 29)

28. *(If respondent has tried both)* Which do you like better, East Coast Fillet or West Coast Fillet of Sole or Flounder?

Like East Coast Fillet.....58–1 Like West Coast Fillet.....2
No preference.....3

29. About how much frozen fish do you buy for each serving—that is, about how much of a pound do you count on for each member of the family?

.....Per person 59–
(Record in pounds per person)

30. At what type of store did you last buy frozen fish?

Fish store.....60–1 Other .....
(Write in)
Super market.....2

31. Can you get frozen fish at the place where you do most of your food shopping?

Yes.....61–1 No.....2 Don't know.....3
(Skip to Q. 34)

32. *(If "Yes")* Can you generally get any kind you want at this store?

Yes.....62–1 No.....2 Don't know.....3

33. Is there anything you dislike about the way frozen fish is kept in this store?

.....63–
.....64–
.....65–
(Write in)

34. The last time you bought frozen fish, was it unwrapped, wrapped only in cellophane, packed in a box or some other type of package?

Unwrapped .....66–1 Packed in box 3
Wrapped only in cellophane .....2 Other .....
(Write in)

35. How did it happen you bought this type instead of another?

.....67–
.....68–
(Write in)

36. Do you prefer to buy your frozen fish unwrapped, wrapped only in cellophane, packed in a box or some other type package?

Unwrapped .....69–1 Packed in box 3
Wrapped only in cellophane .....2 Other .....
(Write in)

37. *(Ask only if answer to question 36 is different from question 34)* Why do you prefer this type?

.....70–
.....71–
(Write in)

38. *(If the answer to question 34 or 36 is, "packed in a box," ask:)* Do you prefer all your frozen fish packed in a box or just certain kinds?

All.....72–1 Certain kinds.....2

38a. *(If "Certain kinds") ask:* What kinds? .....

.....73–
.....74–
.....75–
(Write in)

38b. Why don't you serve frozen fish more often than you do?

.....76–
.....77–
.....78–
(Write in)

39. Now I'd like to ask you a few last questions about your opinion of the packaging of frozen fish. Generally on the outside label of frozen food packages there are various instructions and information about the contents of the package. Would you look at this list and tell me whether the information on the package about each one is enough or not enough?

42-4

	Enough	Not enough	Not interested	Don't know
a. Weight of fish	43–1	2	3	4
b. Nutritive value (vitamins, etc.)	44–1	2	3	4
c. Whether it is raw or cooked	45–1	2	3	4
d. Kind of fish	46–1	2	3	4
e. Cut of fish	47–1	2	3	4
f. Recipes	48–1	2	3	4

40. As you probably know, all meats are graded so that when you buy them in a butcher store you can tell by the label on it whether it's top grade, medium etc. Do you think it would be a good idea to have some grading on frozen fish, or wouldn't it make any difference to you?

Good idea 49–1 Bad idea 2 Makes no difference 3

41. What size package do you prefer—that is, do you prefer the ½ pound size, the one pound size, the 1½ pound size, or the two pound size?

½ lb. size 50–1 2 lb. size 4
1 lb. size 2 Other 5
1½ lb. size 3 Don't know 6

42. How about the shape of the package? Do you prefer it long and flat, short and thick, or do you prefer some other shape?

Long and flat 51–1 Short and Thick 2

Other _____
(Write in)

Interviewer: Ask respondents who serve either frozen shellfish or frozen fish. Record answers separately for each.

		Frozen shellfish	Frozen fish
43. Do you prefer to buy raw or already cooked frozen (shellfish) (fish)?	Raw	52–1	56–1
	Already-cooked	2	2
44. Have you bought frozen (shellfish) (fish) products that were already breaded?	Yes	53–1	57–1
	No	2	2
45. *(If "Yes" to quest. 44)* Do you like breaded frozen (shellfish) (fish)?	Like	54–1	58–1
	Do not	2	2
	Don't know	3	3
46. Do you think you would like a complete frozen (shellfish) (fish) dinner containing the fish, potatoes and vegetables that is packaged in a ready-to-heat container?	Would like	55–1	59–1
	Wouldn't like	2	2
	Don't know	3	3

ASK ONLY IN RURAL AREAS

47. Do you ever get frozen fish or shellfish by mail order?

Yes 60–1 No 2
(Skip to Q. 50)

48. *(If "Yes")* Did you receive the frozen fish in satisfactory condition?

Yes 61–1 No 2

49. Are there any improvements you could suggest in the sale of frozen fish and shellfish by mail order?

62– _____
63– _____
(Write in)
None

50. *(If "No" to Q. 47)* Is there any particular reason why you never purchased frozen fish or shellfish by mail?

64– _____
65– _____
(Write in)
None

51. *(If answer to question 50 is "not available," "no mail order here," etc.,)* ask: If mail order were available, would you purchase it by mail?

Yes 66–1 No 2 Don't know 3

ASK OF EVERYONE

52. Who in the family decides whether or not to serve fish?

67– _____
(Write in)

CLASSIFICATION DATA

A. How many people are there living in your household altogether, counting children and babies and any relatives or other adults including roomers or boarders?

Number 1– 2–

B. What is the approximate age of each person and position in household (mother, father, daughter, son, roomer, boarder, etc.)?

	Age	Position in household		Age	Position in household
a.	3–	4–	f.	13–	14–
b.	5–	6–	g.	15–	16–
c.	7–	8–	h.	17–	18–
d.	9–	10–	i.	19–	20–
e.	11–	12–	j.	21–	22–

INTERVIEWER ASK: 1. Are there any children under one year of age in this household? *(Record above if not already listed)*

2. Do roomers or boarders eat in or out?

In 23–1 Out 2

C. What kind of work does the head of your household do?

24– _____
(Kind of work, not kind of business)

D. In which of these letter groups does the approximate income of your whole family fall? *(Hand respondent card)*

a b c d e f g h i j k l 25–

Don't know or refused 26–

E. Is this before or after deduction for income tax, social security, etc.?

Before 27–1 After 2 Don't know 3

ASK E-1 AND E-2 ON FARMS

1. Do you (or does your family) raise most of the food you use or do you (or your family) buy most of it?

Raise 28–1 Buy 2 Can't say 3

2. Do you have any income from work off the farm not included in the above income?

Yes 29–1 No 2

F. What was the name of the last school you attended (or the school you are now attending)?

_____

G. What was the last grade you completed in school?
(Interviewer: Record last grade completed)

0-4 years 30–1	9 years 6
5 years 2	10 years 7
6 years 3	11 years 8
7 years 4	12 (through high school) 9
8 (through grade school) 5	13-15 years 0
	16 (through college) X
	Over 16 Y

H. In what country were your parents born? 31–
(Write in)

I. *(Ask or estimate)* Religion:

Catholic 32–1 Protestant 2 Jewish 3

Other _____
(Write in)

AUTOMATIC CLASSIFICATION

J. Age of respondents

15 - 19 33–1
20 - 24 2
25 - 34 3
35 - 44 4
45 - 54 5
55 - 64 6
65 and over 7

K. Color

White 34–1
Negro 2
Other Non-White 3

L. Farm, non-farm

Farm 35–1
Non-farm 2

GENERAL COMMENTS:

36– _____
37– _____
_____
_____

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